

2014 - 2016 GROWTH REPORT

OF THE

TROY FARMERS MARKET

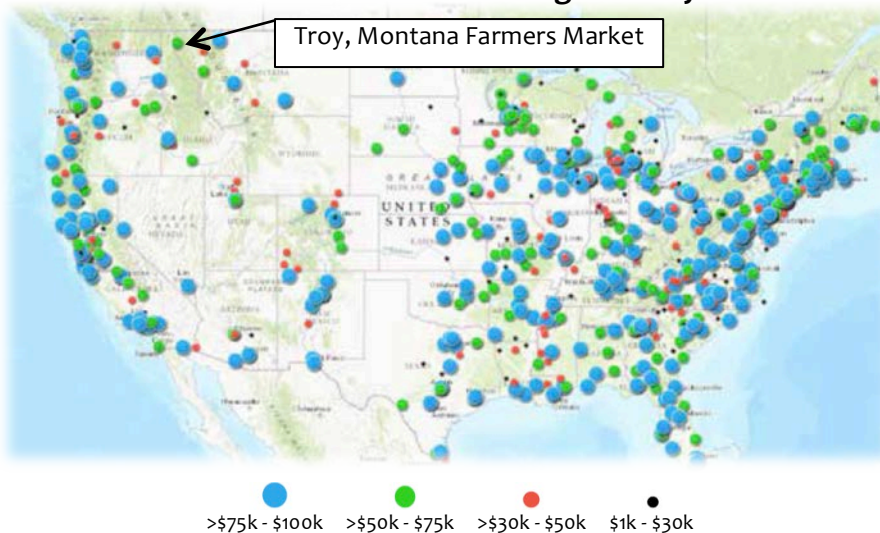
www.troyfarmersmarket.org

[@troyfarmersmarketmontana](https://www.facebook.com/troyfarmersmarketmontana)

The goal of the Troy Farmers Market is to support commerce for locally grown or made food, increasing resident access to nutritious, affordable food and keeping consumer dollars in the community.

In 2014, the Yaak Valley Forest Council won a grant to grow the Troy Farmers Market through the USDA Farmers Market Promotion Program (FMPP). Ours was the only Montana market to receive funding that year, and is 1 of only 8 Montana entities to be funded over the entire 10-year history of the program. The Troy Farmers Market has become a beloved fixture in our community through a suite of market manager and vendor trainings, market profile and infrastructure building, advertising, and community outreach.

Beyond all our expectations, our market attendance has blossomed by 300% over the course of 2 years, and our vendor revenue burgeoned by 820%



FMPP Grantee locations and award sizes from 2006 – 2016, courtesy of FMPP 2016 Report

Surrounding Troy, mountains rise from rolling valleys that encompass the lowest elevations in Montana. Many small farms and gardens, tucked amid an expanse of public land, thrive on a long growing season. The Troy Farmers Market is a weekly celebration of our local food providers. Its success has reinvigorated our community, buoyed by our shared values of self-sufficiency and independence.

The volume of hugs and conversations at the Market are just as valuable as the pounds of produce sold.



FMPP GRANT GOALS & ACCOMPLISHMENTS

Goal 2

Increase the nutritional security of our low-income community by improving access to and appeal of locally produced, healthy, affordable food.

Achieving this goal required:

- EBT System establishment
- Nutritional education publication



0 2014
0 2016
EBT Customers



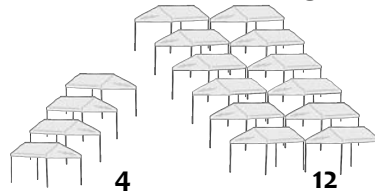
0 2014
8 2016
Nutrition Education Activities

Goal 1

Encourage new market gardens and small farms while enabling existing vendors to grow their businesses by offering expanded market capacity and supportive infrastructure.

Achieving this goal required:

- Market Manager training
- Vendor training
- Infrastructure building



4 2014
12 2016
Market Vendor Increase



\$2,500 2014
\$20,500 2016
Vendor Revenue Increase

Goal 3

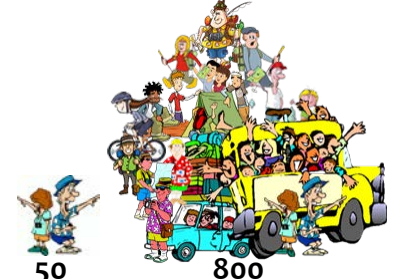
Keep more consumer dollars circulating in the local economy by improving access and appeal of the Market to local community members as well as visiting tourists.

Achieving this goal required:

- Market profile & visibility building
- Market atmosphere enhancement



1,275 2014
3,800 2016
Total Customers



50 2014
800 2016
Total Tourists

Vendor trainings were one of the most valuable activities we sponsored

They elevated both a sense of professionalism and partnership within the community of vendors.

Our community of customers responded by increasing their attendance and purchases.

Advertising and Social Media efforts were vital to sustaining growth

This increased website visits and revisits, as well as Facebook page Likes and post engagement rates.



Likes on our Facebook page from September 2014 to December 2016 increased from 200 to 661